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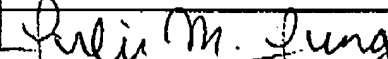
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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/498,515	
	Confirmation Number	8911	
	Filing Date	02/04/2000	
	First Named Inventor	Howard G. Page	
	Art Unit	3622	
	Examiner Name	Young, John L.	
Total Number of Pages in This Submission	3	Attorney Docket Number	1285

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Remarks		It is believed that no fees are due in this matter. However, if it is determined that fees are due, the Commissioner is authorized to debit Deposit Account No. 21-0765 for the required fees.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Gregg L. Jansen, Reg. No. 46,799
Signature	
Date	March 9, 2004

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Practitioner's Docket No. 1285

Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Howard G. Page

Application No.: 09/498,515

Group No.: 3622

Filed: February 4, 2000

Examiner: John L. Young

For: ADVERTISING INSERTION FOR A VIDEO-ON-DEMAND SYSTEM

TELEPHONE INTERVIEW SUMMARY

Applicant submits this telephone interview summary to meet the requirements of 37 C.F.R. § 1.133(b), and according to the requirements listed in MPEP § 713.04.

Date/Type of Interview: A telephone interview was conducted on March 9, 2004, concerning the non-final Office Action dated December 10, 2003.

Examiner: John L. Young

Name of Applicant's attorney: Gregg Jansen

Exhibits shown or demonstrations conducted: None

Claims discussed: Claim 1, specifically the claim element "disabling fast-forward capability when the selected video advertising is displayed."

Prior art discussed: Rangan et al., U.S. Patent No. 6,006,265, Specifically, col. 13, lines 5-14 and col. 26, lines 33-43.

General thrust of Examiner's arguments:

Examiner Young cited a portion of col. 13, lines 10-12, which states: "Overt commercials are those that appear unless the SUV makes some effort, such as 'fast-forward' or branch on link, to avoid them."

Examiner Young's position was that, through permissible hindsight, a fast-forward disabling capability could be inferred into Rangan.

General thrust of Applicant's arguments:

Applicant's position was that the inference put forth in the Office Action dated December 10, 2003, comprises a double inference, *i.e.*, the Office Action

not only infers a fast-forwarding capability into Rangan, but the Office Action further infers disabling a fast-forward capability during display of a selected video advertising. Rangan does not recite disabling a fast-forwarding capability or disabling a fast-forwarding capability during display of a selected video advertising.

Agreement reached and general nature of the agreement:

No agreement was reached. Examiner Young suggested that Applicant submit a Request for Reconsideration, and that Applicant request additional prior art searching.

Proposed amendments: None

Other pertinent matters: None

Date: 3/9/04


SIGNATURE OF PRACTITIONER

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